

**STIC Database Tracking Number: 361699**

**To: YEHDEGA RETTA**  
**Location: KNX-5D79**  
**Art Unit: 3622**  
**Monday, April 25, 2011**

**Case Serial Number: 09/270710**

**From: EMORY DAMRON**  
**Location: EIC3600**  
**KNX-4A58**  
**Phone: (571)272-3520**

**emory.damron@uspto.gov**

**Search Notes**

YEHDEGA:

Please find below your search results.

References of potential pertinence have been bold- highlighted within the document. If you're being sent an electronic file, please note some text may be followed by drawings chosen because of specific relevance.

There may be a few decent references contained herein, but I'll let you determine how useful they may be to you.

Please contact me if I can refocus or expand any aspect of this case. And, if you need better, different or more art.

EIC 3600 welcomes your feedback and would be particularly interested in learning if you anticipate using any of these references in an office action.

Good Luck!

Sincerely,

Emory Damron

EIC 3600, US Patent & Trademark Office

Phone: (571) 272-3520

emory.damron@uspto.gov

## I. RELEVANT REFERENCES

49/5,K/17 (Item 17 from file: 350)

DIALOG(R)File 350: Derwent WPIX

(c) 2011 Thomson Reuters. All rights reserved.

0009807585 *Drawing available*

WPI Acc no: 2000-097370/200008

XRPX Acc No: N2000-075232

Background reference insertion method for E-mail advertisement in internet advertising system

Patent Assignee: CHAFFINS B R (CHAF-I); CREATIVE INTERNET CONCEPTS LLC (CREA-N); GABBARD C E (GABB-I); HOWERTON E B (HOWE-I)

Inventor: CHAFFINS B R; GABBARD C E; HOWERTON E B

Patent Family ( 6 patents, 84 countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1999063453	A1	19991209	WO 1999US12655	A	19990604	200008	B
AU 199945490	A	19991220	AU 199945490	A	19990604	200021	E
US 6205432	B1	20010320	US 199888149	P	19980605	200118	E
			US 1998193459	A	19981116		
US 20010049701	A1	20011206	US 199888149	P	19980605	200203	E
			US 1998193459	A	19981116		
			US 1999325251	A	19990603		
			US 2001754475	A	20010104		
US 6633850	B1	20031014	US 199888149	P	19980605	200368	E
			US 1998193459	A	19981116		
			US 2000567250	A	20000509		
US 20040078304	A1	20040422	US 199888149	P	19980605	200428	E
			US 1998193459	A	19981116		
			US 2000567250	A	20000509		
			US 2003620947	A	20030716		

Alerting Abstract WO A1

NOVELTY - An end user communication message E-mail message is received at a

specific site on a communication network. A background reference is inserted into the stored advertisement of message. The message with the background reference is transmitted to another site in the network.

**DESCRIPTION** - It is determined whether the E-mail message is in a format capable of accepting the background reference. The message is converted into a hypertext marking language (HTML) format capable of accepting background reference. The stored advertisement is selected based on user demographic information. The HTML background reference tag is inserted into the message. The message with the inserted background reference is transmitted to a web browser at a specific site. An **INDEPENDENT CLAIM** is also included for the disc containing program for inserting background reference to store advertisement.

**USE** - For inserting background reference into E-mail advertisements in internet advertisements system.

**ADVANTAGE** - The message is converted into a proper format such as HTML before inserting the background reference into the advertisement. The background advertisements increase awareness and exposure. The background are small in comparison to banner advertisements, thus enabling quick downloading. Internet service provides, web site owners, E-mail service providers, news group services are able to extract revenue for non-obtrusive advertising on whole of active screen area.

**DESCRIPTION OF DRAWINGS** - The figure shows the flow chart explaining background reference insertion process.

**Background reference insertion method for E-mail advertisement in internet advertising system** Original - An end user communication message E-mail message is received at a specific site on a communication network. A background reference is inserted into the stored advertisement of message. The message with the background reference is transmitted to another site in the network. **DESCRIPTION**

- It is determined whether the E-mail message is in a format capable of accepting the background reference. The message is converted into a hypertext marking language (HTML) format capable of accepting background reference. The stored advertisement is selected based on user demographic information. The HTML background reference tag is inserted into the message. The message with the inserted background reference is transmitted to a web browser at a specific site. An **INDEPENDENT CLAIM** is also included for the disc containing program for inserting background reference to store advertisement. ... ..**USE** - For inserting background reference into E-mail advertisements in internet advertisements system ... ..

... ..**ADVANTAGE** - The message is converted into a proper format such as HTML before inserting the background reference into the advertisement. The background advertisements increase awareness and exposure. The background are small in comparison to banner advertisements, thus enabling quick downloading. Internet service provides, web site owners, E-mail service providers, news group services are able to extract revenue for non-obtrusive advertising on whole of active screen area. ....**DESCRIPTION OF DRAWINGS** - The figure shows the flow chart explaining background reference insertion process. Original Abstracts: A web page advertisement system is provided for generating web page coding with a reference

to a background advertisement. In some embodiments, the background reference causes an advertisement image to be tiled, or watermarked, across an end user browser screen behind the text and other foreground elements of a web page since the background reference includes, in some embodiments, a background attribute of a hypertext markup language (HTML) body tag. In one embodiment, static web page coding is created with a background reference to a specific background advertisement, optionally stored remotely from the static web page coding, while in another embodiment the background reference is a reference to a background advertisement serving software program, also optionally stored remotely, which is configured to serve through a plurality of background advertisements. In other embodiments, the web page coding is created dynamically, such as through one or more Common Gateway Interface (CGI) scripts, for example, with the background reference being to a particular advertisement in some embodiments and to a background advertisement serving software program in other embodiments. In some embodiments, the background advertisement is assigned to the entire web page, while in other embodiments, only particular frames or portions of tables are assigned a background advertisement. In some embodiments, exposures of the background advertisements are tracked and used to generate bills since the exposures are provided in exchange for value, such as monetary consideration, for example... .. An advertisement system and method are provided for inserting into an end user communication message a background reference to an advertisement. In some embodiments, the background reference causes an advertisement image to be tiled, or watermarked, across an end user screen behind the text of an e-mail message or public posting. A message server inserts the background reference after receiving a message originally sent from an end user originator and before sending the message to be delivered to an end user recipient. When necessary, the message server will convert at least a portion of the message into a proper format, such as HTML, before inserting the background reference to an advertisement, which is preferably selected in accordance with end user recipient demographic information and/or ad exposure statistics. The advertisement itself, often a graphical file, is preferably not transmitted with the message, but is typically stored at the message server or other location remote from the end user recipient. Preferably, the message server maintains and refers to records on each end user recipient to allow for selective enablement of background reference insertion and overwriting based upon end user preferences. According to various "non-web" example embodiments, the message server transmits an SMTP, POP3 or NNTP message with an HTML portion for a respective HTML-compatible client. In other "web-based" example embodiments, the message server transmits the entire message in HTML to be used as a stand-alone web page or as a portion of a larger page employing frames or tables... .. An advertisement system and method are provided for inserting into an end user communication message a background reference to an advertisement. In some embodiments, the background reference causes an advertisement image to be tiled, or watermarked, across an end user screen behind the text of an e-mail message or public posting. A message server inserts the background reference after receiving a message originally sent from an end user originator and before sending the message to be delivered to an end user recipient. When necessary, the message

server will convert at least a portion of the message into a proper format, such as HTML, before inserting the background reference to an advertisement, which is preferably selected in accordance with end user recipient demographic information and/or ad exposure statistics. The advertisement itself, often a graphical file, is preferably not transmitted with the message, but is typically stored at the message server or other location remote from the end user recipient. Preferably, the message server maintains and refer to records on each end user recipient to allow for selective enablement of background reference insertion and overwriting based upon end user preferences. According to various "non-web" example embodiments, the message server transmits an SMTP, POP3 or NNTP message with an HTML portion for a respective HTML-compatible client. In other "web-based" example embodiments, the message server transmits the entire message in HTML to be used as a stand-alone web page or as a portion of a larger page employing frames or tables... .. An advertisement system and method are provided for inserting into an end user communication message a background reference to an advertisement. In some embodiments, the background reference causes an advertisement image to be tiled, or watermarked, across an end user screen behind the text of an e-mail message or public posting. A message server inserts the background reference after receiving a message originally sent from an end user originator and before sending the message to be delivered to an end user recipient. When necessary, the message server will convert at least a portion of the message into a proper format, such as HTML, before inserting the background reference to an advertisement, which is preferably selected in accordance with end user recipient demographic information and/or ad exposure statistics. The advertisement itself, often a graphical file, is preferably not transmitted with the message, but is typically stored at the message server or other location remote from the end user recipient. Preferably, the message server maintains and refer to records on each end user recipient to allow for selective enablement of background reference insertion and overwriting based upon end user preferences. According to various "non-web" example embodiments, the message server transmits an SMTP, POP3 or NNTP message with an HTML portion for a respective HTML-compatible client. In other "web-based" example embodiments, the message server transmits the entire message in HTML to be used as a stand-alone web page or as a portion of a larger page employing frames or tables... .. An advertisement system and method are provided for, in some embodiments, inserting into an end user communication message a background reference to an advertisement (300), and in other embodiments, generating web page coding with a reference to a background advertisement (900). In some embodiments, the background reference causes an advertisement image to be tiled, or watermarked, across an end user screen (50) behind the text of an e-mail message, public posting, or generic web page. According to certain embodiments, a message server (28) inserts the background reference after receiving a message originally sent from an end user originator and before sending the message to be delivered to an end user recipient. Other embodiments include static and dynamically created web page coding with background advertisement references. Claims: We claim: 1. A web page background advertising method comprising steps of: initiating generation of web page coding responsive to receiving a web page

request from a user; inserting into the web page coding a background reference to an advertisement, wherein the background reference includes a tiling background attribute of a hypertext markup language (HTML) body tag; and receiving value in exchange for inserting the background reference. We claim: 1. An advertising method for inserting a background reference to a stored advertisement into an end user communication message in a communications network, said method comprising the steps of: receiving an end user communication message at a first site on a communications network; inserting into said end user communication message a background reference to a stored advertisement; and transmitting said end user communication message with said background reference to a second site on the communications network. A computer program embodied on a computer-readable medium for inserting a background reference to a stored advertisement into an end user communication message, said computer program comprising: logic configured to receive an end user communication message from a first site; logic configured to insert a background reference to a stored advertisement into said end user communication message, wherein said logic configured to insert the background reference is further configured to insert said background reference responsive to an overwrite authorization; and logic configured to transmit said end user communication message with the background reference to a second site. We claim: 1. An advertising method for associating a background reference to a stored advertisement with an end user communication message in a communications network, said method comprising the steps: determining, by computer processing, if an end user communication message includes a background reference to a stored advertisement; and associating a background reference responsive to said end user communication message not already including a background reference

-----

46/5K/17 (Item 17 from file: 349)  
DIALOG(R) File 349: PCT FULLTEXT  
(c) 2011 WIPO/Thomson. All rights reserved.

00399771

**ELECTRONIC MAIL SYSTEM WITH ADVERTISING  
SYSTEME DE COURRIER ELECTRONIQUE AVEC AFFICHAGE DE  
COMMUNIQUEES**

**Patent Applicant/Patent Assignee:**

- JUNO ONLINE SERVICES L P

**Inventor(s):**

- SHAW David E
- ARDAI Charles E
- MARSH Brian D

- MORAES Mark A
- RUDOLPH Dana B
- MC AULIFFE Jon D

	Country	Number	Kind	Date
Patent	WO	9740514	A1	19971030
Application	WO	97US6026		19970411
Priorities	US	96636739		19960419

## [ RELATED TO US 5809242 ]

A system (100) for providing scheduled messages to a remote user (101) in a batch oriented system. In a preferred embodiment of the present invention, a user (101) creates and/or reads electronic mail locally. While the user (101) creates the electronic mail, a message is displayed to the user (101) on a portion of the local monitor, the message preferably changing in accordance with a local display schedule and stored on a local storage device. The message is preferably targeted to the particular user (101). When the user (101) is ready to transmit the e-mail created and/or receive e-mail addressed to him, the user's local client establishes a connection via a modem (102) with a remote e-mail server system (104). The remote e-mail server system (104) not only receives the e-mail transmitted by the user (101) and/or transmits e-mail addressed to the user (101), but also, updates the user's local messages in accordance with a distribution schedule. After, the e-mail and message updates are transmitted, the user's local client computer is disconnected from the remote e-mail server system (104).

### Claims:

What is claimed is:

1. In an electronic mail system, a method for displaying advertisements to a user at a local computer when the local computer is off-line, comprising the steps of:

creating an electronic mail message at the local computer;

establishing a communications link between the local computer and a remote system;

receiving an advertisement from the remote system;

storing the advertisement on a storage device at the local computer;

transferring the electronic mail message from the local computer to the remote system;

terminating the communications link between the local computer and the remote system; and

outputting the advertisement at the local computer while the local computer is off-line with respect to the remote system.

2. The method of claim 1 wherein the advertisement is output when the user is creating or reading electronic mail messages.

3. The method of claim 1 further comprising the steps of:

at the local computer, recording in a statistics file an indication that the advertisement was output; and

storing the statistics file on the storage device at the local computer.

4. The method of claim 3 further comprising the steps of:

creating a second electronic mail message at the local computer while the local computer is off-line with respect to the remote system;

re-establishing the communications link between the local computer and the remote system; and

transferring the statistics file and the second electronic mail message from the local computer to the remote system.

5. The method of claim 4 wherein the step of outputting the advertisement takes places concurrently with the step of creating the second electronic mail message.

6. The method of claim 4 further comprising the step of utilizing the statistics file to create a billing account related to the advertisement.



7. The method of claim 1 wherein the local computer initiates the communications link with the remote system.

8. The method of claim 1 wherein the remote system is coupled to the Internet.

9. The method of claim 1 further comprising the initial steps of:

receiving, at the remote system, a member profile from the user, the member profile comprising demographic information about the user;

utilizing the member profile to determine which advertisement is to be communicated to the user.

10. In an electronic mail system, a method for displaying advertisements to a user at a local computer when the local computer is off-line, comprising the steps of:

establishing a communications link between the local computer and a remote system;

receiving a plurality of advertisements from the remote system;

storing the plurality of advertisements on a storage device at the local computer;

transferring an electronic mail message from the remote system to the local computer;

storing the electronic mail message on the storage device at the local computer;

terminating the communications link between the local computer and the remote system;

outputting the electronic mail message at the local computer;

concurrently with the previous step, outputting one of the plurality of advertisement at the local computer while the local computer is off-line with respect to the remote system.

11. The method of claim 10 further comprising the step of replacing the output advertisement with a second one of the plurality of advertisements while the local computer is off-line with respect to the remote system.

12. The method of claim 11 further comprising the steps of:

at the local computer, recording in a statistics file an indication of the advertisements that were output; and

storing the statistics file on the storage device at the local computer.

13. The method of claim 12 further comprising the steps of:

creating an electronic mail message at the local computer while the local computer is off-line with respect to the remote system;

re-establishing the communications link between the local computer and the remote system; and

transferring the statistics file and the second electronic mail message from the local computer to the remote system.

14. The method of claim 13 wherein a third one of the plurality of advertisements is output while the electronic mail message is created.

15. The method of claim 13 further comprising the step of utilizing the statistics file to create a billing account related to the advertisement.

16. The method of claim 10 wherein the local computer initiates the communications link with the remote system.

17. The method of claim 10 further comprising the initial steps of:

receiving, at the remote system, a member profile from the user, the member profile comprising demographic information about the user;

utilizing the member profile to determine which advertisements are to be communicated to the user.

18. In an electronic mail system, a method for displaying advertisements to a user at a local computer when the local computer is off-line, comprising the steps of:

creating a first electronic mail message at the local computer;

concurrently with the previous step, outputting a first advertisement at the local computer while the user is creating the first electronic mail message;

establishing a communications link between the local computer and a remote system;

receiving a second advertisement from the remote system;

storing the second advertisement on a storage device at the local computer;

transferring the first electronic mail message from the local computer to the remote system;

transferring a second electronic mail message from the remote system to the local computer;

storing the second electronic mail message on the storage device at the local computer;

terminating the communications link between the local computer and the remote system;

outputting the second advertisement at the local computer while the local computer is off-line with respect to the remote system; and

concurrently with the previous step, displaying the second electronic mail message at the local computer while the local computer is off-line with respect to the remote system.

19. The method of claim 18 wherein the first advertisement is stored on the storage device of the local computer.

20. The method of claim 18 further comprising the step of outputting the first advertisement in place of the second advertisement while the second electronic mail message is displayed and while the local computer is off-line with respect to the remote system.

21. The method of claim 18 further comprising the steps of:

at the local computer, recording in a statistics file an indication that the first advertisement was output; and

transferring the statistics file from the local computer to the remote system when the communications link is established between the local computer and the remote system.

22. The method of claim 21 further comprising the step of utilizing the statistics file at the remote system to create a billing account related to the advertisement.

23. The method of claim 18 wherein the local computer initiates the communications link with the remote system.

24. The method of claim 18 further comprising the initial steps of:

receiving, at the remote system, a member profile from the user, the member profile comprising demographic information about the user; and

utilizing the member profile to determine which advertisements are to be communicated to the user.

25. A method to operate an e-mail system having a server system and a plurality of user computers, comprising the steps of:

enabling the creation and reading of e-mail messages at user computers while the user computers are off-line with respect to the server system;

transferring e-mail messages between the user computers and the server system while the user computers are on-line with respect to the server system;

transferring advertisements from the server system to the user computers while the user computers are on-line with respect to the server system;

storing the transferred advertisements locally at the user computers; and

outputting the stored advertisements at the user computers when e-mail messages are being created or read and while the user computers are off-line with respect to the server system.

26. The method of claim 25 wherein the advertisements are output at the user computers in turn, according to a predetermined scheme, independent of content of the e-mail messages created and read at the user computers.

27. The method of claim 25 wherein each advertisement transferred to a user computer is output a plurality of times at the user computer.

28. The method of claim 25 wherein advertisements are output regardless of whether e-mail messages are received.

29. A method of operating an e-mail system having a plurality of user computers operated by users and a server system, comprising the steps of:

enabling the creation and reading of e-mail messages at user computers while the user computers are off-line with respect to the server system;

determining, at the server system, advertisements that are relevant for each user;

transferring e-mail messages between the user computers and the server system while the user computers are on-line with respect to the server system;

transferring relevant advertisements from the server system to the user computers while the user computers are on-line with respect to the server system;

storing the transferred advertisements locally at the user computers;

outputting the stored advertisements at the user computers when e-mail messages are being created or read while the user computers are off-line with respect to the server system.

30. The method of claim 29 further comprising the steps of:

recording in a statistics file at the user computers which advertisements are output; and

electronically providing the statistics file to the server system.

31. The method of claim 29 further comprising the steps of:

outputting each advertisement a plurality of times;

recording in a statistics file at the user computers a count indicating how many times each advertisement is output; and

electronically providing the statistics file to the server system.

32. In an electronic mail system, a method for displaying advertisements to a user at a local computer when the local computer is off-line, comprising the steps of:

coupling the local computer to a remote system;

receiving a first advertisement and a second advertisement from the remote system;

storing the first advertisement and the second advertisement on a storage device at the local computer;

transferring an electronic mail message from the remote system to the local computer;

storing the electronic mail message on the storage device at the local computer;

decoupling the local computer from the remote system;

displaying the electronic mail message at the local computer; and

concurrently with the previous step, (a) displaying the first advertisement at the local computer while the electronic mail message is displayed, and (b) after a predetermined time, displaying the second advertisement in place of the first advertisement while the electronic mail message is displayed.

33. In an electronic mail system, a method for displaying advertisements to a user at a local computer when the local computer is off-line, comprising the steps of:

creating a first electronic mail message at the local computer;

concurrently with the previous step, displaying a first advertisement at the local computer while the user is creating the first electronic mail message;

storing, in a statistics file, information to identify that the first advertisement was displayed;

coupling the local computer to a remote system;

receiving a second advertisement from the remote system;

storing the second advertisement on a storage device at the local computer;

transferring the first electronic mail message from the local computer to the remote system;

transferring the statistics file from the local computer to the remote system;

transferring a second electronic mail message from the remote system to the local computer;

storing the second electronic mail message on the storage device at the local computer;

decoupling the local computer from the remote system;

displaying the second advertisement at the local computer while the local computer is communicatively disconnected from the remote system; and

concurrently with the previous step, displaying the second electronic mail message at the local computer while the local computer is off-line with respect to the remote system.

34. The method of claim 33 further comprising to step of utilizing the information in the statistics file to generate a bill for an advertiser.

35. A method to operate a network having a server system and a plurality of user computers, comprising the steps of:

enabling the output of digital content to users at user computers while the user computers are off-line with respect to the server system;

transferring digital content from the server system to the user computers while the user computers are on-line with respect to the server system;

transferring advertisements from the server system to the user computers while the user computers are on-line with respect to the server system;

storing the transferred advertisements locally at the user computers; and

outputting the stored advertisements at the user computers when the digital content is output to users at user computers while the user computers are off-line with respect to the server system.

36. The method of claim 35 wherein the digital content includes e-mail messages.

37. The method of claim 35 wherein the advertisements are output at the user computers in turn, according to a predetermined scheme, independent of content of the digital content.

38. The method of claim 35 wherein the digital content and the advertisements are transferred to the user computers substantially simultaneously.



39. The method of claim 35 wherein the user controls the output of the digital content and wherein the user computers control the output of the advertisements.

40. The method of claim 35 wherein each advertisement transferred to a user computer is output a plurality of times at the user computer.

41. An electronic mail system for displaying advertisements to a user, comprising:

a remote system comprising a plurality of mail servers storing advertisements and electronic mail messages; and

a local computer having a storage device and a processor program for creating an electronic mail message, establishing a communications link with the remote system, receiving an advertisement from the remote system, storing the advertisement on the storage device, transferring the electronic mail message to the remote system, terminating the communications link with the remote system, and outputting the advertisement while off-line with respect to the remote system.

42. The system of claim 41 wherein the local computer further comprises:

means for recording in a statistics file an indication that the advertisement was output; and

means for storing the statistics file on the storage device.

43. The system of claim 42 wherein the local computer further comprises means for transferring the statistics file to the remote system.

44. The system of claim 43 wherein the remote system further comprises means for utilizing the statistics file to create a billing account related to the advertisement.

45. The system of claim 42 wherein the local computer further comprises

means for creating a member profile comprising demographic information about the user; and

means for transmitting the member profile to the remote system.

46. The system of claim 45 wherein the remote system further comprises means for utilizing the member profile to determine which advertisement is to be communicated to the user.

47. An e-mail terminal for use in conjunction with a server system having one or more mail servers, comprising:

means for creating an electronic communications link with the server system;

means for transferring advertisements from the server system while in electronic communications with the server system;

a storage device for storing advertisements received from the server system;

means for terminating the electronic communications link with the server system;

means for enabling the creation and reading of e-mail messages while not in electronic communications with the server system;

means for transferring e-mail messages from one of the mail servers of the server system while in electronic communications with the server system; and

an output device for outputting the stored advertisements when e-mail messages are being created or read.

48. An e-mail system for use by a plurality of users, comprising:

a server system, including means for determining advertisements that are relevant for each user;

means enabling the creation and reading of e-mail messages at remote computers while said remote computers are off-line with respect to the server system;

means for transferring e-mail messages between said remote computers and the server system while said remote computers are on-line with respect to the server system;

means for transferring relevant advertisements from the server system to remote computers while said remote computers are on-line with respect to the server system;

means for storing the transferred advertisements locally at the remote computers;

means for outputting the stored advertisements at the remote computers when e-mail messages are being created or read at the remote computers.

49. The system of claim 48 wherein each remote computer further comprises:

means for recording in a statistics file information pertaining to which advertisements are output; and

means for electronically providing the statistics file to the server system.

50. The system of claim 49 wherein each remote computer further comprises:

means for outputting each advertisement a plurality of times;

means for recording in a statistics file a count indicating how many times each advertisement is output; and

means for electronically providing the statistics file to the server system.

51. A method to operate an e-mail system having a server system and a plurality of user computers, comprising the steps of:

enabling the creation and reading of e-mail messages by users at user computers while the user computers are off-line with respect to the server system;

transferring e-mail messages between the user computers and the server system while the user computers are on-line with respect to the server system;

transferring advertisements from the server system to the user computers while the user computers are on-line with respect to the server system;

storing the transferred advertisements locally at the user computers; and

outputting, under the control of the user computers and without user intervention, the stored advertisements at the user computers when the user computers are off-line with respect to the server system.

52. The method of claim 53 further comprising the step of allowing the user to select an advertisement while the advertisement is being output, and thereafter outputting additional information to the user, the additional information stored locally at the user computer along with the advertisement that was selected.

-----

**40/5,K/9 (Item 1 from file: 275)**

**DIALOG(R)File 275: Gale Group Computer DB(TM)**

**(c) 2011 Gale/Cengage. All rights reserved.**

**01941149 Supplier Number: 18315437 (Use Format 7 Or 9 For FULL TEXT )  
Free Email! Marketers trade online time for captive audiences. (includes related article on FreeRide) (Internet/Web/Online Service Information)**

**Wylie, Margie**

**Digital Media , v5 , n12 , p3(4)**

**May 14, 1996**

**ISSN: 1056-7038**

**Language: English Record Type: Fulltext**

**Word Count: 2897 Line Count: 00229**

**Special Features: illustration; table**

**Descriptors: Internet/Web Technology Application; E-Mail; Advertising (Industry); Marketing Research**

**SIC Codes: 4822 Telegraph & other communications**

**File Segment: CD File 275**

Between 1989 and 1992 alone, direct mailings grew by 60 percent, accounting for about \$183 billion in revenues for advertisers according to Marketing Logistics of Lincolnshire, Ill. That growth, however, proved deceptive, as it was hard won through increasingly lower response rates. As response rates fell (to today...

...are lining up and filling out long applications for the privilege of

being marketed at. In the last few weeks, a few different companies have launched ad-sponsored email services. Juno, a venture of investment banker D.E. Shaw & Co., and Freemark Mail, a Boston-based startup, are offering free email accounts to anyone...

...in April; after a sixmonth beta, Freemark was set to go live the second week in May.) FreeRide, a venture of the New York City ad agency Mezzina/Brown (of Camel Cash fame), lets users redeem advertisers' proof of purchase labels for free Internet time with their own local Internet access providers (see "FreeRide," p. 5).

Juno alone has signed up 100...

...users have higher incomes, more education and are more apt to be rapacious consumers. Using their members' sign-up information, Juno and Freemark can target advertising far more carefully than any mail house.

The results so far should startle both traditional direct mailers and the legions of Internet businesses counting on making a buck through advertising. For example, direct emailings, which can be made for about one-tenth the price of direct snail mail, have drawn response rates upwards of 20 times that of traditional direct mail. Plus, unlike most current Web advertising opportunities, these "freemail" services charge advertisers piecemeal rates without long time commitments. Unlike Web site ad icons or banners, freemail companies know exactly who has seen a certain ad and whether they clicked on it for more of the same.

As a result, Juno and Freemark have both been able to entice the much coveted consumer package goods companies, the biggest and most lavish buyers of advertising, which have up to this point mostly resisted buying online advertising.

That's the good news for the freemail companies. Now the bad news: Not only do these companies have to work incredibly hard to attract...

...who are college educated, wield credit cards, and have incomes of \$60,000 or more. Neither freemail service is angling for the experienced Internet or email users; instead, they want to hook up the 50 million computer household members who rarely dabble with the beast. "We've developed the simplest email service...

...pursue newbies? Well, for one, experienced computer users would surely chafe under freemail's limited services and the Microsoft Bob-like interfaces. Juno and Freemark users can't attach graphics or sound files. But it's likely that the biggest reason is that the unwired are mostly women, the primary market for consumer package good companies.

Packaged good manufacturers provide 90 percent of the total advertising dollars spent on print and direct mail advertising today, and women account for about 80 percent of their

sales, according to John Mezzina of New York-based ad agency Mezzina/Brown.

Oddly enough, the second market seems to be children. "One of the nice things about Juno is that it is available to...

...site, it's not possible through Juno." It remains to be seen, however, how parents will take to their nine-year-olds being subjected to advertising that's even more honed than that of Saturday morning cartoons.

Juno has shown considerable savvy in its drive to attract a general-audience crowd. It conducted a million-piece mail campaign and is launching a multi-million-dollar, nationwide ad-campaign including funny, folksy advertisements in national newspapers, magazines and TV networks. (My favorite one features a raw-boned pig farmer's email to his Congressman, outlining the similarities in their jobs and offering a little advice.)

The user experience

Signing up for freemail is pretty straightforward. Users request floppy disks for the software, install it, dial in to a local number and pick a user name. Of course, they also have to fill out a survey somewhere in the process, depending on how

...local dialup number. Juno uses the AT&T and Worldcom networks and offers an 800 number for locations with no local dialup.

Juno and Freemark subscribers are free to send email to any address inside or outside the system. However, their incoming mail sports a graphical banner. If they click the banner, they move to another ad level where there might be a simple display ("drink RC Cola"), a promotional offer ("order a Land's End catalog"), a transaction ("buy a 2-Gbyte hard drive for only \$399") or, though just on Freemark, a coupon...

...to targeted print. It may not be five to seven cents, but I think the average price is more like nine cents to show an ad one time to one person," Ardai explained.

Freemark charges more, around ten to 20 cents per hit, but Young says it's worth it because Freemark mail offers more levels of accountability to the advertisers, the ability to do couponing and better display graphics for ads. To open any letter, users click on a message's "stamp," usually the advertiser's logo. Inside the open message is a banner. A click on that brings user to a third level, the display ad, where they can choose to print a coupon, order more information, answer a survey or enter a sweepstakes. Any information the advertiser gathers is its own, but neither Juno or Freemark have ruled out keeping that information for their own records.

So what does the advertiser get? If it wants, it gets 50,000 women between the ages of 18 and 32 who live in the West for about one-tenth the price of direct mail and only gets charged for people who

have at least seen the ad. Also, an advertiser gets direct contact with potential customers, a chance to ask them questions and a chance that more will respond. Young reports response rates of up to 40 percent during beta testing.

#### Beyond freemail

After seeing one overambitious Net advertising scheme after another implode, there's something really satisfying about seeing something as prosaic as email being put to such an inventive use. I can't imagine an idea that isn't more spot on than this one. Advertisers get what they want, consumers get what they want, the Junos and Freemarks of the world get what they want and everybody's happy. Yet, despite all the strengths of ad-sponsored email, even its creators are aware of its limited life span. "A year or two from now, every single telephone company in the nation, as...

...some other difficulties that freemail has to face, like the perennial problem of privacy and falling response rates. While it's novel to get email advertising, response rates are sure to be high. As the novelty wears off (witness printed junk mail), those rates are going to drop. The freemail vendors say that their advertising will be so carefully targeted that consumers won't lose interest. However, one has to wonder what the "target audience" is for food. Although it's all to the credit of Arda...be quite willing to exchange it for samples, gifts, sweepstakes entries and so on. Neither June nor Freemark plan to share individuals' data with their advertisers, but both have said that they will consider having advertisers share any additional information they may glean. So if Jane Q. Consumer requests information on a new antidepressant from a pharmaceutical company, that may be...

...the meantime. A lot of Silicon Valley fortunes have been generated in narrower windows of opportunity than two or three years. In the end, however, ad-sponsored email services seem destined to be remembered as an Internet experiment, something like piping opera into homes through phone lines early in this century.

FreeRide Jets Net users earn free time from their local Internet service providers by mailing in proofs of purchases from advertisers' products. FreeRiders have to visit the company's home site to keep on top of what products are featured and will draw more points. In the future, creative director John Mezzina (the man behind the Camel Cash coupons that piggyback the cigarette packs and provide immediate incentive for consumers to buy more Camel products) wants to incorporate the idea of the instant FreeRide, where subscribers who visit advertisers' Web sites or participate in test marketing online are immediately rewarded with points toward Net access.

## II. INVENTOR RESULTS

27/5.K/1 (Item 1 from file: 350)  
DIALOG(R)File 350: Derwent WPIX  
(c) 2011 Thomson Reuters. All rights reserved.

0010460954 *Drawing available*  
WPI Acc no: 2001-060471/200107  
XRPX Acc No: N2001-045269

**Interactive advertising method for multi-level marketing by embedding pre selected advertisement with transmitted data ( e-mail or fax)**

Patent Assignee: GLASER L F (GLAS-L)

Inventor: **GLASER L F**

Patent Family ( 3 patents, 88 countries )							
Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2000055781	A1	20000921	WO 2000US3726	A	20000316	200107	B
AU 200036994	A	20001004	AU 200036994	A	20000316	200107	E
EP 1179199	A1	20020213	EP 2000915774	A	20000316	200219	E
			WO 2000US3726	A	20000316		

Priority Applications (no., kind, date): US 1999270710 A 19990316

An **e-mail** or fax sent from a sending party (5) to a receiving party (6) includes an **advertisement** for a product or service used by sending party. Such **advertisement** include a testimonial whose credibility is established with the receiving party.

USE - For multi-level marketing.

ADVANTAGE - It is useful to maintain brand loyalty as well as recruit prospective/new customers to the companies product or service.

DESCRIPTION OF DRAWINGS - The figure shows an **e-mail** message including an **advertisement** area.

5 Sending Party

6 Receiving Party



**Abstracts:** A system and method for **advertising** wherein a communication (1) from a sending party (5) to a receiving party (6) includes one or more **advertisements** (4). Such a **communication** could include one or more of an **email**, a voice mail, a voice communication (i.e. a telephone call or internet based telephony communication), a facsimile message, a pager message, or any other suitable electronic communication. In a preferred embodiment, the communication is an **email** sent from a **sending** party (5) to a receiving party (6), wherein the **email** includes an **advertisement for a product or service** used by the sending party (5). Such an **advertisement** could include a "testimonial" from the sending party (5), whose credibility is established with the receiving party (6)...

A system and method for **advertising** wherein a communication (1) from a sending party (5) to a receiving party (6) includes one or more **advertisements** (4). Such a communication could include one or more of an **email**, a voice mail, a voice communication (i.e. a telephone call or internet based telephony communication), a facsimile message, a pager **message**, or any other suitable **electronic communication**. In a preferred embodiment, the communication is an **email** sent from a sending party (5) to a **receiving** party (6), wherein the **email** includes an **advertisement** for a product or service **used** by the **sending** party (5). Such an **advertisement** could include a "testimonial" from the sending party (5), whose credibility is established with the receiving party

### III. ALL SEARCH STRATEGIES & DATABASES

File 347:JAPIO Dec 1976-2010/Dec(Updated 110323)

(c) 2011 JPO & JAPIO

File 350:Derwent WPIX 1963-2011/UD=201127

(c) 2011 Thomson Reuters

? ds

Set	Items	Description
S1	2386	(AD OR ADS OR ADVERTI? OR COMMERCIAL()SPACE?) (3N)MARKET? OR TVAD? OR VBANNER? OR V()BANNER? OR E()MARKET?
S2	295584	AD OR ADS OR ADVERTIS? OR ADVERTIZ? OR PROMOTION? OR COMME-
		RCIAL? ? OR INFOMERCIAL? OR POPUP? ? OR CAMPAIGN?()INITIATIV?
S3	19446	POP() (UP OR UPS) OR BANNERAD? ? OR PROMO OR PROMOS OR PROG-
		RAM?(2N)BREAK? OR TEXT()BANNER? OR PRODUCT?(2N) (ENDORS? OR PL-
		ACE? ? OR PLACING OR PLACEMENT)
S4	27929	MARKET?()SPOT? ? OR COMMERCIAL(3N) (AD OR MESSAG?) OR SPONS-
		OR? OR PRODUCT?(2N) (PLACE? ? OR PLACING OR PLACEMENT) OR TRAD-

EMARK? OR SLOGAN? OR JINGLE?  
 S5 9845 LOGO OR LOGOS OR (COMPANY OR CORPORAT?)( ) (ICON? ? OR  
 SYMBO--  
 L? OR OBJECT()LINK? ? OR GRAPHIC?()IMAGE? OR WATERMARK? OR  
 WA--  
 TER()MARK?)  
 S6 330700 S1:S5  
 S7 94347 EMBED? OR INSERT? OR ATTACH? OR APPEND? OR INCORPORAT?  
 OR -  
 INTEGRAT? OR LOAD?  
 S8 15089 AFFIX? OR ENCAPSULAT? OR IMPLANT? OR IMBED? OR  
 INCAPSULAT?  
 OR EMLANT? OR INFIX? OR ENCLOS? OR ENVELOP?  
 S9 5050 AUTOSTART? OR TRIGGER? OR LAUNCH? OR AUTOGENERAT? OR  
 PREAC--  
 TIVAT? OR (ADD OR ADDED OR ADDS OR ADDING)(2W)SIGNATUR?  
 S10 107 SELF()GENERAT? OR AUTOINITIAT? OR SELFINITIAT? OR  
 AUTOACTI--  
 VAT? OR SELFACUAT? OR SELF()ACTUAT? OR SELFACUAT?  
 S11 27113 SELFCOMMENC? OR AUTOCOMMENC? OR SELFLAUNCH? OR  
 AUTOLAUNCH?  
 OR AUTOLOAD? OR AUTOMATIC? OR AUTOINSERT? OR AUTOEMBED?  
 S12 5447 EMAIL OR (E OR ELECTRONIC OR WEB OR INTERNET OR  
 ONLINE)() (-  
 MAIL OR MESSAG???) OR WEBMAIL OR EUDORA() (PROMAIL? OR  
 PRO()MA--  
 IL?) OR HOTMAIL?  
 S13 6782 SMTP OR SIMPLE()MAIL()TRANSFER()PROTOCOL OR POP OR POP3  
 OR  
 POST()OFFICE()PROTOCOL OR IMAP OR  
 INTERNET()MAIL()ACCESS()PRO-  
 TOCOL  
 S14 5499 S6 AND S7:S11 AND S12:S13  
 S15 3062 CLIENT? OR ENDUSER? OR CUSTOMER? OR USER? OR  
 SUBSCRIBER? OR  
 REGISTRANT?  
 S16 419 BUYER? OR PATRON OR PATRONS OR WEBUSER? OR CONSUMER? OR  
 CA--  
 NDIDAT?  
 S17 409 PURCHAS?R? OR CONSUMER? OR PARTICIPANT? OR ENROLLEE? OR  
 AC--  
 COUNT()HOLDER?  
 S18 1057 INSTALL? OR DOWNLOAD? OR UPLOAD? OR IMPORT? OR  
 FILESHAR? OR  
 FILESWAP? OR FILE() (SHAR? OR SWAP?)  
 S19 19 DOWN()LOAD? OR UP()LOAD? OR BIT()TORRENT OR BITTORRENT  
 OR -  
 BITORRENT OR DATASHAR?  
 S20 3053 SOFTWARE? OR HARDWARE? OR MIDDLEWARE? OR DEVICE? OR  
 APPARA--  
 TUS? OR APPLIANCE? OR UTENSIL? OR GROUPWARE?  
 S21 486 (SOFT OR HARD OR MIDDLE OR GROUP)()WARE? ? OR  
 PERIPHERAL? ?  
 OR MOUSE? ? OR PRINTER? ? OR SCANNER? OR KEYBOARD?  
 S22 17 COMPUTER() (MODULE? OR UNIT? ? OR COMPONENT? OR DRIVE?  
 OR C--  
 DDRIV?)

S23 845 ACCEPT? OR AGREE? OR ENDORS? OR REGISTER? OR SIGN?  
 ?()UP OR  
 ENROL?  
 S24 470 OFFER? OR SALESPITCH? OR SALES()PITCH?  
 S25 1 AU=(GLASER L? OR GLASER LF OR GLASER, L? OR GLASER, LF)  
 S26 3142 IC=(G06F? OR G07G? OR G09F? OR G09G? OR G06Q?)  
 S27 1 S14 AND S25  
 S28 5498 S14 NOT S27  
 S29 506 S28 AND S15:S17 AND S18:S19 AND S20:S22  
 S30 26 S28 AND S15:S17 AND S23(7N)S24  
 S31 9 S29 AND S30  
 S32 26 S30:S31  
 S33 3 S32 AND AY=1950:1999  
 S34 1 S32 NOT AY=2000:2011  
 S35 3 S33:S34  
 S36 3 IDPAT (sorted in duplicate/non-duplicate order)  
 S37 3 IDPAT (primary/non-duplicate records only)  
 S38 497 S29 NOT S32  
 S39 82 S38 AND S1:S5(7N)S7:S11(7N)S12:S13  
 S40 62 S39 AND S26  
 S41 82 S39:S40  
 S42 82 S41 AND S15:S24  
 S43 82 S41:S42  
 S44 19 S43 AND AY=1950:1999  
 S45 6 S43 NOT AY=2000:2011  
 S46 22 S44:S45  
 S47 22 S45:S46  
 S48 22 IDPAT (sorted in duplicate/non-duplicate order)  
 S49 22 IDPAT (primary/non-duplicate records only)

-----  
 File 348:EUROPEAN PATENTS 1978-201116  
 (c) 2011 European Patent Office  
 File 349:PCT FULLTEXT 1979-2011/UB=20110421|UT=20110414  
 (c) 2011 WIPO/Thomson

? ds

Set	Items	Description
S1	4656	(AD OR ADS OR ADVERTII? OR COMMERCIAL()SPACE?) (3N)MARKET? OR TVAD? OR VBANNER? OR V()BANNER? OR EMARKET? OR E()MARKET?
S2	544997	AD OR ADS OR ADVERTIS? OR ADVERTIZ? OR PROMOTION? OR COMME- RCIAL? ? OR INFOMERCIAL? OR POPUP? ? OR CAMPAIGN?()INITIATIV?
S3	37733	POP() (UP OR UPS) OR BANNERAD? ? OR PROMO OR PROMOS OR PROG- RAM?(2N)BREAK? OR TEXT()BANNER? OR PRODUCT?(2N) (ENDORS? OR PL- ACE? ? OR PLACING OR PLACEMENT)
S4	157886	MARKET?()SPOT? ? OR COMMERCIAL(3N) (AD OR MESSAG?) OR SPONS-

OR? OR PRODUCT?(2N)(PLACE? ? OR PLACING OR PLACEMENT) OR  
 TRAD-  
 EMARK? OR SLOGAN? OR JINGLE?V  
 S5 23331 LOGO OR LOGOS OR (COMPANY OR CORPORAT?)( ) (ICON? ? OR  
 SYMBO-  
 L? OR OBJECT()LINK? ? OR GRAPHIC()IMAGE? OR WATERMARK? OR  
 WA-  
 TER()MARK?)  
 S6 658643 S1:S5  
 S7 578433 EMBED? OR INSERT? OR ATTACH? OR APPEND? OR INCORPORAT?  
 OR -  
 INTEGRAT? OR LOAD?  
 S8 220635 AFFIX? OR ENCAPSULAT? OR IMPLANT? OR IMBED? OR  
 INCAPSULAT?  
 OR EMLANT? OR INFIX? OR ENCLOS? OR ENVELOP?  
 S9 93411 AUTOSTART? OR TRIGGER? OR LAUNCH? OR AUTOGENERAT? OR  
 PREAC-  
 TIVAT? OR (ADD OR ADDED OR ADDS OR ADDING)(2W)SIGNATUR?  
 S10 1435 SELF()GENERAT? OR AUTOINITIAT? OR SELFINITIAT? OR  
 AUTOACTI-  
 VAT? OR SELFACUAT? OR SELF()ACTUAT? OR SELFACTIVAT?  
 S11 157496 SELFCOMMENC? OR AUTOCOMMENC? OR SELFFLAUNCH? OR  
 AUTOLAUNCH?  
 OR AUTOLOAD? OR AUTOMATIC? OR AUTOINSERT? OR AUTOEMBED?  
 S12 38926 EMAIL OR (E OR ELECTRONIC OR WEB OR INTERNET OR  
 ONLINE)() (-  
 MAIL OR MESSAG???) OR WEBMAIL OR EUDORA() (PROMAIL? OR  
 PRO()MA-  
 IL?) OR HOTMAIL?  
 S13 23946 SMTP OR SIMPLE()MAIL()TRANSFER()PROTOCOL OR POP OR POP3  
 OR  
 POST()OFFICE()PROTOCOL OR IMAP OR  
 INTERNET()MAIL()ACCESS()PRO-  
 TOL  
 S14 2888 S6 AND S1:S5(7N)S7:S11(7N)S12:S13  
 S15 2655 CLIENT? OR ENDUSER? OR CUSTOMER? OR USER? OR  
 SUBSCRIBER? OR  
 REGISTRANT?  
 S16 1162 BUYER? OR PATRON OR PATRONS OR WEBUSER? OR CONSUMER? OR  
 CA-  
 NDIDAT?  
 S17 1194 PURCHAS?R? OR CONSUMER? OR PARTICIPANT? OR ENROLLEE? OR  
 AC-  
 COUNT()HOLDER?  
 S18 2268 INSTALL? OR DOWNLOAD? OR UPLOAD? OR IMPORT? OR  
 FILESHAR? OR  
 FILESWAP? OR FILE() (SHAR? OR SWAP?)  
 S19 85 DOWN()LOAD? OR UP()LOAD? OR BIT()TORRENT OR BITTORRENT  
 OR -  
 BITORRENT OR DATASHAR?  
 S20 2746 SOFTWARE? OR HARDWARE? OR MIDDLEWARE? OR DEVICE? OR  
 APPARA-  
 TUS? OR APPLIANCE? OR UTENSIL? OR GROUPWARE?  
 S21 1885 (SOFT OR HARD OR MIDDLE OR GROUP)()WARE? ? OR  
 PERIPHERAL? ?  
 OR MOUSE? ? OR PRINTER? ? OR SCANNER? OR KEYBOARD?

S22 123 COMPUTER() (MODULE? OR UNIT? ? OR COMPONENT? OR DRIVE?  
 OR C-  
 DDRV?)  
 S23 1965 ACCEPT? OR AGREE? OR ENDORS? OR REGISTER? OR SIGN?  
 ?()UP OR  
 ENROL?  
 S24 1497 OFFER? OR SALESPITCH? OR SALES()PITCH?  
 S25 1 AU=(GLASER L? OR GLASER LF OR GLASER, L? OR GLASER, LF)  
 S26 1672 IC=(G06F? OR G07G? OR G09F? OR G09G? OR G06Q?)  
 S27 1 S14 AND S25  
 S28 2887 S14 NOT S27  
 S29 692 S28 AND (S1:S5 OR S7:S11 OR  
 S12:S13) (20N)S15:S17(7N)S18:S1-  
 9(7N)S20:S22  
 S30 113 S29 AND S15:S17(7N)S23(7N)S24  
 S31 521 S29 AND S26  
 S32 113 S29 AND S30  
 S33 66 S32 AND AY=1950:1999  
 S34 17 S32 NOT AY=2000:2011  
 S35 66 S33:S34  
 S36 66 IDPAT (sorted in duplicate/non-duplicate order)  
 S37 66 IDPAT (primary/non-duplicate records only)  
 S38 579 S29 NOT S32  
 S39 71 S38 AND  
 S15:S17(5N)S18:S19(5N)S20:S21(20N)S1:S5(5N)S7:S11(-  
 5N)S12:S13  
 S40 58 S39 AND S26  
 S41 71 S39:S40  
 S42 18 S41 AND AY=1950:1999  
 S43 10 S41 NOT AY=2000:2011  
 S44 18 S42:S43  
 S45 18 IDPAT (sorted in duplicate/non-duplicate order)  
 S46 17 IDPAT (primary/non-duplicate records only)

-----  
 File 2:INSPEC 1898-2011/Apr W3  
 (c) 2011 The IET  
 File 35:Dissertation Abs Online 1861-2011/Mar  
 (c) 2011 ProQuest Info&Learning  
 File 65:Inside Conferences 1993-2011/Apr 21  
 (c) 2011 BLDSC all rts. reserv.  
 File 99:Wilson Appl. Sci & Tech Abs 1983-2011/Mar  
 (c) 2011 The HW Wilson Co.  
 File 256:Tectrends 1982-2011/Mar W4  
 (c) 2011 Info.Sources Inc. All rights res.  
 File 474:New York Times Abs 1969-2011/Apr 25  
 (c) 2011 The New York Times  
 File 475:Wall Street Journal Abs 1973-2011/Feb 14  
 (c) 2011 The New York Times  
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
 (c) 2002 Gale/Cengage

? ds

Set	Items	Description
-----	-------	-------------

S1 37943 (AD OR ADS OR ADVERTII? OR  
 COMMERCIAL()SPACE?) (3N)MARKET? OR  
 TVAD? OR VBANNER? OR V()BANNER? OR EMARKET? OR E()MARKET?  
 S2 875866 AD OR ADS OR ADVERTIS? OR ADVERTIZ? OR PROMOTION? OR  
 COMME-  
 RCIAL? ? OR INFOMERCIAL? OR POPUP? ? OR  
 CAMPAIGN?()INITIATIV?  
 S3 8554 POP() (UP OR UPS) OR BANNERAD? ? OR PROMO OR PROMOS OR  
 PROG-  
 RAM?(2N)BREAK? OR TEXT()BANNER? OR PRODUCT?(2N) (ENDORS? OR  
 PL-  
 ACE? ? OR PLACING OR PLACEMENT)  
 S4 79594 MARKET?()SPOT? ? OR COMMERCIAL(3N) (AD OR MESSAG?) OR  
 SPONS-  
 OR? OR PRODUCT?(2N) (PLACE? ? OR PLACING OR PLACEMENT) OR  
 TRAD-  
 EMARK? OR SLOGAN? OR JINGLE?V  
 S5 9857 LOGO OR LOGOS OR (COMPANY OR CORPORAT?) () (ICON? ? OR  
 SYMBO-  
 L? OR OBJECT()LINK? ? OR GRAPHIC?()IMAGE? OR WATERMARK? OR  
 WA-  
 TER()MARK?)  
 S6 956341 S1:S5  
 S7 81817 EMBED? OR INSERT? OR ATTACH? OR APPEND? OR INCORPORAT?  
 OR -  
 INTEGRAT? OR LOAD?  
 S8 7878 AFFIX? OR ENCAPSULAT? OR IMPLANT? OR IMBED? OR  
 INCAPSULAT?  
 OR EMLANT? OR INFIX? OR ENCLOS? OR ENVELOP?  
 S9 51007 AUTOSTART? OR TRIGGER? OR LAUNCH? OR AUTOGENERAT? OR  
 PREAC-  
 TIVAT? OR (ADD OR ADDED OR ADDS OR ADDING)(2W)SIGNATUR?  
 S10 76 SELF()GENERAT? OR AUTOINITIAT? OR SELFINITIAT? OR  
 AUTOACTI-  
 VAT? OR SELFFACTUAT? OR SELF()ACTUAT? OR SELFACTIVAT?  
 S11 16259 SELFCOMMENC? OR AUTOCOMMENC? OR SELFLAUNCH? OR  
 AUTOLAUNCH?  
 OR AUTOLOAD? OR AUTOMATIC? OR AUTOINSERT? OR AUTOEMBED?  
 S12 3918 EMAIL OR (E OR ELECTRONIC OR WEB OR INTERNET OR  
 ONLINE) () (-  
 MAIL OR MESSAG???) OR WEBMAIL OR EUDORA() (PROMAIL? OR  
 PRO()MA-  
 IL?) OR HOTMAIL?  
 S13 2541 SMTP OR SIMPLE()MAIL()TRANSFER()PROTOCOL OR POP OR POP3  
 OR  
 POST()OFFICE()PROTOCOL OR IMAP OR  
 INTERNET()MAIL()ACCESS()PRO-  
 TOCOL  
 S14 268 S6 AND S1:S5(7N)S7:S11(7N)S12:S13  
 S15 112 CLIENT? OR ENDUSER? OR CUSTOMER? OR USER? OR  
 SUBSCRIBER? OR  
 REGISTRANT?  
 S16 19 BUYER? OR PATRON OR PATRONS OR WEBUSER? OR CONSUMER? OR  
 CA-  
 NDIDAT?  
 S17 21 PURCHAS?R? OR CONSUMER? OR PARTICIPANT? OR ENROLLEE? OR  
 AC-

```

COUNT()HOLDER?
S18      33  INSTALL? OR DOWNLOAD? OR UPLOAD? OR IMPORT? OR
FILESJAR? OR
          FILESWAP? OR FILE() (SHAR? OR SWAP?)
S19      0   DOWN()LOAD? OR UP()LOAD? OR BIT()TORRENT OR BITTORRENT
OR -
          BITORRENT OR DATASHAR?
S20      84  SOFTWARE? OR HARDWARE? OR MIDDLEWARE? OR DEVICE? OR
APPARA-
          TUS? OR APPLIANCE? OR UTENSIL? OR GROUPWARE?
S21      7   (SOFT OR HARD OR MIDDLE OR GROUP)()WARE? ? OR
PERIPHERAL? ?
          OR MOUSE? ? OR PRINTER? ? OR SCANNER? OR KEYBOARD?
S22      0   COMPUTER() (MODULE? OR UNIT? ? OR COMPONENT? OR DRIVE?
OR C-
          DDRIV?)
S23      10  ACCEPT? OR AGREE? OR ENDORS? OR REGISTER? OR SIGN?
?()UP OR
          ENROL?
S24      43  OFFER? OR SALESPITCH? OR SALES()PITCH?
S25      0   AU=(GLASER L? OR GLASER LF OR GLASER, L? OR GLASER, LF)
S26      52  IC=(G06F? OR G07G? OR G09F? OR G09G? OR G06Q?)
S27      1   S14 AND S15:S17(7N)S18:S19(7N)S20:S22
S28      2   S14 AND S15:S17(7N)S23(7N)S24
S29      3   S27:S28
S30      3   RD (unique items)
S31      265 S14 NOT S29
S32      9   S31 AND S15:S17 AND S18:S19 AND S20:S21
S33      2   S32 AND PY=1950:1999
S34      2   S32 NOT PY=2000:2011
S35      2   S33:S34
S36      2   RD (unique items)

```

```

-----
File 9:Business & Industry(R) Jul/1994-2011/Apr 22
(c) 2011 Gale/Cengage
File 15:ABI/Inform(R) 1971-2011/Apr 23
(c) 2011 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2011/Apr 21
(c) 2011 Gale/Cengage
File 20:Dialog Global Reporter 1997-2011/Apr 24
(c) 2011 Dialog
File 148:Gale Group Trade & Industry DB 1976-2011/Apr 22
(c) 2011 Gale/Cengage
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 275:Gale Group Computer DB(TM) 1983-2011/Feb 16
(c) 2011 Gale/Cengage
File 570:Gale Group MARS(R) 1984-2011/Mar 09
(c) 2011 Gale/Cengage
File 610:Business Wire 1999-2011/Apr 25
(c) 2011 Business Wire.
File 613:PR Newswire 1999-2011/Apr 25

```

(c) 2011 PR Newswire Association Inc  
 File 621:Gale Group New Prod.Annou.(R) 1985-2011/Feb 22  
 (c) 2011 Gale/Cengage  
 File 624:McGraw-Hill Publications 1985-2011/Apr 25  
 (c) 2011 McGraw-Hill Co. Inc  
 File 634:San Jose Mercury Jun 1985-2011/Apr 22  
 (c) 2011 San Jose Mercury News  
 File 635:Business Dateline(R) 1985-2011/Apr 25  
 (c) 2011 ProQuest Info&Learning  
 File 636:Gale Group Newsletter DB(TM) 1987-2011/Apr 22  
 (c) 2011 Gale/Cengage  
 File 810:Business Wire 1986-1999/Feb 28  
 (c) 1999 Business Wire  
 File 813:PR Newswire 1987-1999/Apr 30  
 (c) 1999 PR Newswire Association Inc  
 File 387:The Denver Post 1994-2011/Apr 22  
 (c) 2011 Denver Post  
 File 471:New York Times Fulltext 1980-2011/Apr 25  
 (c) 2011 The New York Times  
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
 (c) 2002 Phoenix Newspapers  
 File 494:St LouisPost-Dispatch 1988-2011/Apr 24  
 (c) 2011 St Louis Post-Dispatch  
 File 631:Boston Globe 1980-2009/Dec 30  
 (c) 2010 Boston Globe  
 File 633:Phil.Inquirer 1983-2011/Mar 31  
 (c) 2011 Philadelphia Newspapers Inc  
 File 638:Newsday/New York Newsday 1987-2011/Apr 24  
 (c) 2011 Newsday Inc.  
 File 640:San Francisco Chronicle 1988-2011/Apr 25  
 (c) 2011 Chronicle Publ. Co.  
 File 641:Rocky Mountain News Jun 1989-2009/Jan 16  
 (c) 2009 Scripps Howard News  
 File 702:Miami Herald 1983-2011/Apr 24  
 (c) 2011 The Miami Herald Publishing Co.  
 File 703:USA Today 1989-2011/Apr 22  
 (c) 2011 USA Today  
 File 704:(Portland)The Oregonian 1989-2011/Apr 24  
 (c) 2011 The Oregonian  
 File 713:Atlanta J/Const. 1989-2011/Apr 25  
 (c) 2011 Atlanta Newspapers  
 File 714:(Baltimore) The Sun 1990-2011/Apr 24  
 (c) 2011 Baltimore Sun  
 File 715:Christian Sci.Mon. 1989-2009/Dec 07  
 (c) 2009 Christian Science Monitor  
 File 725:(Cleveland)Plain Dealer Aug 1991-2011/Apr 24  
 (c) 2011 The Plain Dealer  
 File 735:St. Petersburg Times 1989- 2010/Oct 17  
 (c) 2011 St. Petersburg Times  
 File 477:Irish Times 1999-2011/Apr 24  
 (c) 2011 Irish Times  
 File 710:Times/Sun.Times(London) Jun 1988-2011/Apr 25  
 (c) 2011 Times Newspapers  
 File 711:Independent(London) Sep 1988-2006/Dec 12  
 (c) 2006 Newspaper Publ. PLC  
 File 756:Daily/Sunday Telegraph 2000-2011/Apr 25  
 (c) 2011 Telegraph Group



? ds

Set	Items	Description
S1	3163787	(AD OR ADS OR ADVERTI? OR COMMERCIAL()SPACE?) (3N)MARKET? OR TVAD? OR VBANNER? OR V()BANNER? OR EMARKET? OR E()MARKET?
S2	30208371	AD OR ADS OR ADVERTIS? OR ADVERTIZ? OR PROMOTION? OR COMME- RCIAL? ? OR INFOMERCIAL? OR POPUP? ? OR CAMPAIGN?()INITIATIV?
S3	697104	POP() (UP OR UPS) OR BANNERAD? ? OR PROMO OR PROMOS OR PROG- RAM?(2N)BREAK? OR TEXT()BANNER? OR PRODUCT?(2N) (ENDORS? OR PL- ACE? ? OR PLACING OR PLACEMENT)
S4	10859957	MARKET?()SPOT? ? OR COMMERCIAL(3N) (AD OR MESSAG?) OR SPONS- OR? OR PRODUCT?(2N) (PLACE? ? OR PLACING OR PLACEMENT) OR TRAD- EMARK? OR SLOGAN? OR JINGLE?V
S5	2782604	LOGO OR LOGOS OR (COMPANY OR CORPORAT?()) (ICON? ? OR SYMBO- L? OR OBJECT()LINK? ? OR GRAPHIC?()IMAGE? OR WATERMARK? OR WA- TER()MARK?)
S6	39233504	S1:S5
S7	22238378	EMBED? OR INSERT? OR ATTACH? OR APPEND? OR INCORPORAT? OR - INTEGRAT? OR LOAD?
S8	1818736	AFFIX? OR ENCAPSULAT? OR IMPLANT? OR IMBED? OR INCAPSULAT? OR EMPLANT? OR INFIX? OR ENCLOS? OR ENVELOP?
S9	16331970	AUTOSTART? OR TRIGGER? OR LAUNCH? OR AUTOGENERAT? OR PREAC- TIVAT? OR (ADD OR ADDED OR ADDS OR ADDING) (2W)SIGNATUR?
S10	15359	SELF()GENERAT? OR AUTOINITIAT? OR SELFINITIAT? OR AUTOACTI- VAT? OR SELFACUAT? OR SELF()ACTUAT? OR SELFACUAT?
S11	3570002	SELFCOMMENC? OR AUTOCOMMENC? OR SELFLAUNCH? OR AUTOLAUNCH? OR AUTOLOAD? OR AUTOMATIC? OR AUTOINSERT? OR AUTOEMBED?
S12	11482459	EMAIL OR (E OR ELECTRONIC OR WEB OR INTERNET OR ONLINE) () (- MAIL OR MESSAG???) OR WEBMAIL OR EUDORA() (PROMAIL? OR PRO()MA- IL?) OR HOTMAIL?
S13	1973569	SMTP OR SIMPLE()MAIL()TRANSFER()PROTOCOL OR POP OR POP3 OR POST()OFFICE()PROTOCOL OR IMAP OR INTERNET()MAIL()ACCESS()PRO- TOCOL
S14	29743	S6 AND S1:S5(5N)S7:S11(5N)S12:S13

S15 22204 CLIENT? OR ENDUSER? OR CUSTOMER? OR USER? OR  
 SUBSCRIBER? OR  
 REGISTRANT?  
 S16 10776 BUYER? OR PATRON OR PATRONS OR WEBUSER? OR CONSUMER? OR  
 CA-  
 NDIDAT?  
 S17 9995 PURCHASER? OR CONSUMER? OR PARTICIPANT? OR ENROLLEE? OR  
 AC-  
 COUNT()HOLDER?  
 S18 14704 INSTALL? OR DOWNLOAD? OR UPLOAD? OR IMPORT? OR  
 FILESHAR? OR  
 FILESWAP? OR FILE() (SHAR? OR SWAP?)  
 S19 65 DOWN()LOAD? OR UP()LOAD? OR BIT()TORRENT? OR  
 BITTORRENT? OR  
 BITORRENT? OR DATASHAR?  
 S20 14613 SOFTWARE? OR HARDWARE? OR MIDDLEWARE? OR DEVICE? OR  
 APPARA-  
 TUS? OR APPLIANCE? OR UTENSIL? OR GROUPWARE?  
 S21 4197 (SOFT OR HARD OR MIDDLE OR GROUP)()WARE? ? OR  
 PERIPHERAL? -  
 OR MOUSE? ? OR PRINTER? OR SCANNER? OR KEYBOARD?  
 S22 44 COMPUTER() (MODULE? OR UNIT? ? OR COMPONENT? OR DRIVE?  
 OR C-  
 DDRIV?)  
 S23 12301 ACCEPT? OR AGREE? OR CONSENT? OR ENDORS? OR REGISTER?  
 OR S-  
 IGN?()UP OR ENROL?  
 S24 17215 OFFER? OR SALESPITCH? OR SALES()PITCH?  
 S25 0 IC=(G06F? OR G07G? OR G09F? OR G09G? OR G06Q?)  
 S26 972 S14 AND (S1:S5 OR S7:S11 OR S12:S13) (10N)S15:S17 AND  
 S15:S-  
 17(7N)S18:S19(7N)S20:S22  
 S27 323 S14 AND (S1:S5 OR S7:S11 OR S12:S13) (10N)S15:S17 AND  
 S15:S-  
 17(7N)S23(5N)S24  
 S28 18 S26 AND S27  
 S29 614 S26:S27 AND S1:S5(10N)S15:S17 AND S7:S11(10N)S15:S17  
 AND S-  
 12:S13(10N)S15:S17  
 S30 1277 S26:S27  
 S31 932 S30 AND S1:S5(10N)S15:S17  
 S32 1017 S30 AND S7:S11(10N)S15:S17  
 S33 884 S30 AND S12:S13(10N)S15:S17  
 S34 622 S28:S29  
 S35 10 S28 AND S29  
 S36 614 S31 AND S32 AND S33  
 S37 18 S28 OR S35  
 S38 614 S31(10N)S32(10N)S33  
 S39 18 S37  
 S40 13 RD (unique items)

-----

**No documents found for: ((AD OR ADS OR LOGO OR LOGOS OR TRADEMARK OR ADVERTISEMENT\*) AND (EMAIL\* OR "ELECTRONIC MAIL") AND (SOFTWARE OR HARDWARE) AND (INSTALL\* OR DOWNLOAD\* OR UPLOAD\*)) AND PMID(32326) AND PDN(<4/1/1999)**

Financial Times, London (UK)

ProQuest

---

(AD OR ADS OR LOGO OR LOGOS OR TRADEMARK OR ADVERTISEMENT\*) AND (EMAIL\* OR "ELECTRONIC MAIL") AND (SOFTWARE OR HARDWARE) AND (INSTALL\* OR DOWNLOAD\* OR UPLOAD\*)

Note: Your initial search query did not yield any results.

Internet and Personal Computing Abstracts



---